



THE CORPORATION OF THE CITY OF VERNON

M E M O R A N D U M

TO: Patti Bridal, Chief Administrative Officer **FILE:** 7700-01
PC: Jason Blood, Director, Recreation Services **DATE:** April 11, 2024
FROM: Leah Walker, Manager, Customer Service - Recreation
SUBJECT: RECREATION SERVICES – 2024 FIRST QUARTER REPORT

The first quarter of 2024 saw the first phase of the implementation of the two-tier fee structure for Recreation Services and the introduction of the Vernon Resident Pass for those who are residents of the City of Vernon and those who's municipalities have entered in to a fee for service with the City. Currently, those communities are the District of Coldstream, Areas B & C of the Regional District of the North Okanagan. This quarter saw the Recreation Clerks issue over 3,000 Vernon Resident Passes, which involved verifying residency for each individual. This was a huge undertaking for the clerks and they did it efficiently and effectively. The issuing of the Vernon Resident Pass was over and above regular pass sales.

There was a decrease in Vernon Aquatic Centre drop-in participation in the first quarter of 2024, as well as a decrease in membership sales, over the first quarter of 2023. Though it is unknown if the total decrease in attendance and membership sales is due to the implementation of the two-tier system, it is a contributing factor.

Recreation Services hosted many community events this quarter, the majority of which saw their largest crowds in recent history. Recreation Services programs and facilities continue to be vibrant and safe spaces for all community members.

RECOMMENDATION:

THAT Council receive for information the memorandum titled "Recreation Services - 2024 First Quarter Report" and the accompanying presentation, dated April 11, 2024 and respectfully submitted by the Manager, Customer Service - Recreation.

Respectfully Submitted:

Leah Walker

A handwritten signature in blue ink that reads "Walker".

Attachment 1 – 2024 First Quarter PowerPoint Presentation

Approved for the Agenda by the CAO 